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杉杉品牌運營股份有限公司

Shanshan Brand Management Co., Ltd.

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 1749)

CHANGE OF ADDRESS OF HONG KONG H SHARE REGISTRAR AND TRANSFER OFFICE

The board (the “**Board**”) of directors (the “**Directors**”) of Shanshan Brand Management Co., Ltd. (the “**Company**”) hereby announces that with effect from 11 July 2019, the Hong Kong H share registrar and transfer office of the Company, Tricor Investor Services Limited (the “**H Share Registrar**”), will change its address from Level 22, Hopewell Centre, 183 Queen’s Road East, Hong Kong to:

**Level 54, Hopewell Centre
183 Queen’s Road East
Hong Kong**

All telephone and facsimile numbers of the H Share Registrar will remain unchanged.

By Order of the Board
Shanshan Brand Management Co., Ltd.
Zhuang Wei
Chairman

Ningbo, the People’s Republic of China, 20 June 2019

As at the date of this announcement, the executive Directors are Mr. Cao Yang, Mr. Luo Yefei and Ms. Yan Jingfen; the non-executive Directors are Mr. Zhuang Wei, Mr. Yang Feng and Ms. Hui Ying; and the independent non-executive Directors are Mr. Au Yeung Po Fung, Mr. Wang Yashan and Mr. Wu Xuekai.

In case of any inconsistency between the English and Chinese versions of this announcement, the English text of this announcement shall prevail over the Chinese text.